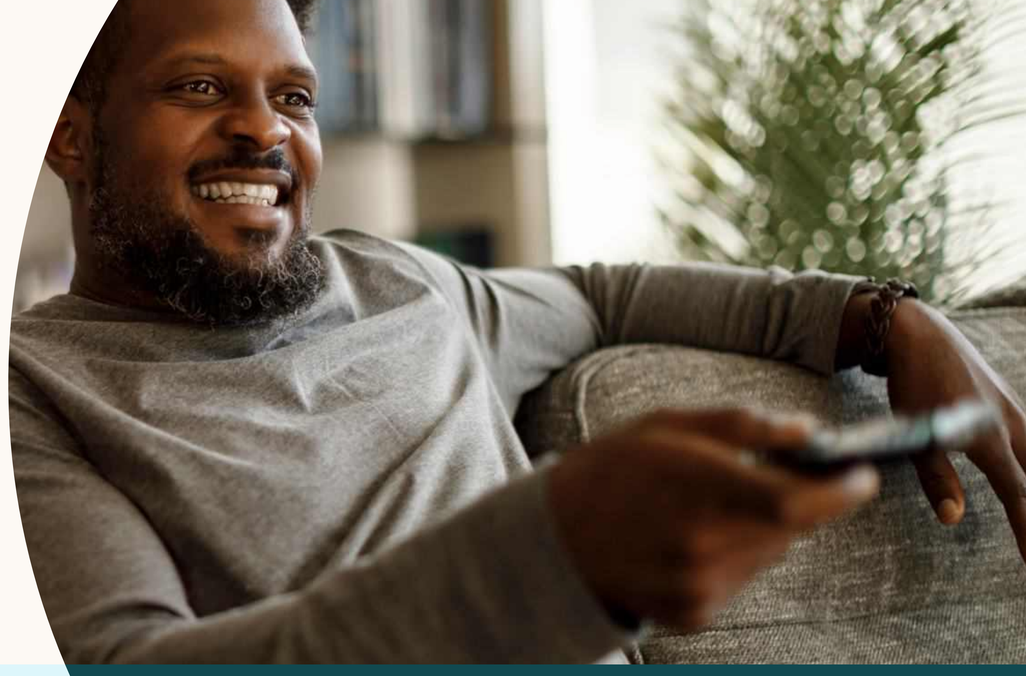
LinkedIn | iSpot.tv

Salesforce achieves over 70% unique reach with LinkedIn's CTV Ads, measured by iSpot



Location: San Francisco, CA | **No. of Employees:** 73,000
Industry: Software Development

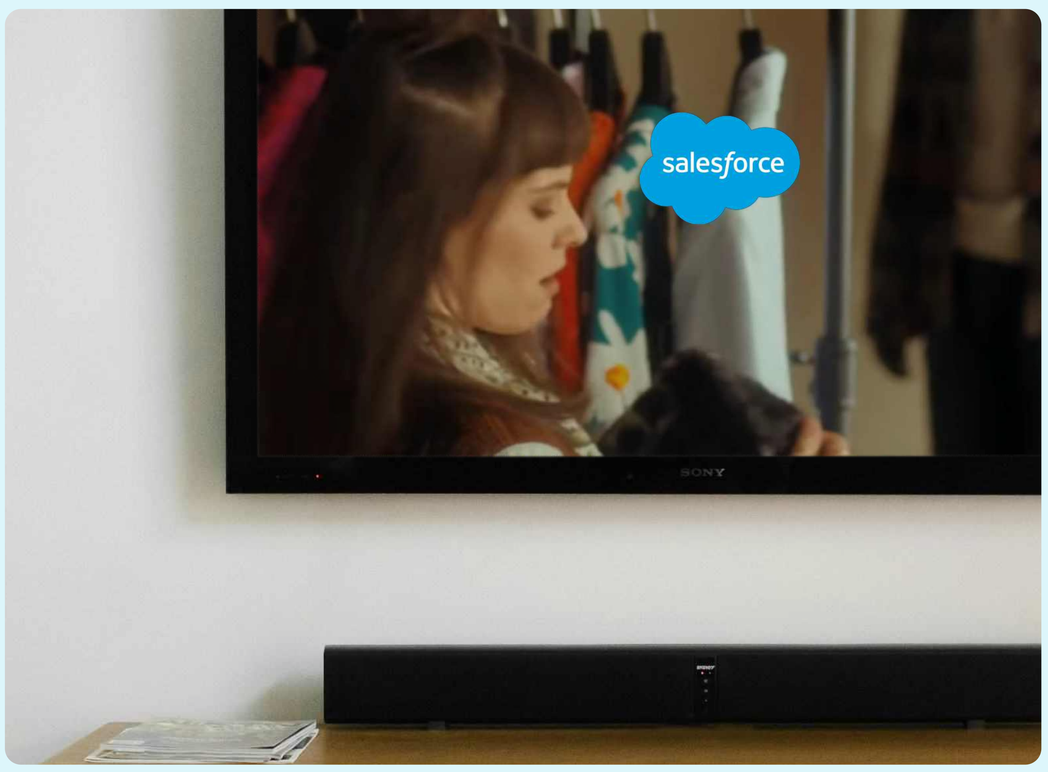
Salesforce has long been a leader in cloud-based solutions, helping businesses transform through technology. Building brand awareness through both linear and Connected TV is fundamental to Salesforce's marketing strategy – but running a real-time performance diagnostic posed a challenge.

The longer it took to gather actionable insights, the greater the risk of ad spend being wasted on the wrong audience. The **iSpot** integration with LinkedIn provided Salesforce with the tools to redefine their TV advertising strategy and align their ad spend with audience-first principles.

Challenge

Eliminating ad waste to effectively reach decision makers

- Salesforce's reliance on broad linear TV campaigns often led to significant wasted media. While linear TV effectively delivered broad reach, it struggled to reach the core audience of business decision-makers who would resonate with Salesforce ads.
- With numerous audience segments to consider, Salesforce needed a better way to evaluate whether its TV ads were reaching decision-makers with purchasing influence.
- Traditional ad metrics provided little clarity on how Salesforce campaigns were performing in real time, leaving teams unable to optimize media spend quickly or effectively.



Solution

Leveraging LinkedIn's CTV Ads and iSpot measurement for audience-first insights

- To tackle these challenges, Salesforce turned to Connected TV Ads through LinkedIn and audience measurement through iSpot, facilitating a shift from a channel-first to an audience-first approach.

- Salesforce leveraged LinkedIn's unique audience data to precisely identify and target business decision-makers. The trusted environment of LinkedIn's member-first platform provided Salesforce with control over which audience segments were seeing their ads.

- iSpot's integration with LinkedIn allowed Salesforce to measure on-target reach across linear TV, CTV, and other platforms. These insights illuminated gaps in their linear TV campaigns and highlighted the ability to drive incremental reach through LinkedIn's CTV Ads.

"By retaining the same budget but allocating the spend differently, we found that LinkedIn's CTV Ads were 11 times more effective in reaching our audiences versus any other channel."

Lauren Firebaugh

Sr. Director of Global Brand & Campaign Insights at Salesforce

Results

Tapping into a greater source of decision-makers

- CTV Ads through LinkedIn helped Salesforce reach new audiences - over 70% were unique to LinkedIn's campaign and had not been reached through traditional linear TV campaigns, driving Salesforce's messaging to untapped segments of decision-makers.
- LinkedIn's on target impressions were 4x higher than linear TV.
- Because of their improved on-target reach, LinkedIn's CTV Ads were 11x more cost-effective at reaching key audiences than linear TV.

↑11x

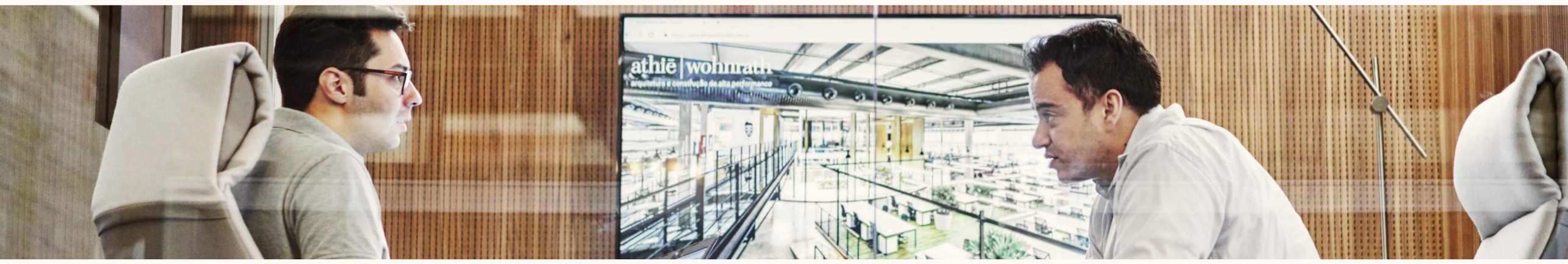
More Impact, Less Cost

11x more cost-effective advertising on CTV with LinkedIn Ads compared to linear TV

↑70%

Expanding Your Reach

70%+ of the audience reached was unique to LinkedIn's CTV Ads campaign



Success Factors: The power of audience-first

"At Salesforce, we historically approached CTV buying with a channel-first mindset, relying on assumptions about where our audience might be. LinkedIn's integration with iSpot enabled us to measure on-target reach across partners, eliminate guesswork, and adopt an audience-first approach. This shift allowed us to reduce waste, enhance on-target reach, and make smarter, more efficient CTV investments - placing our audience at the heart of our strategy."

Lauren Firebaugh
Sr. Director of Global Brand & Campaign Insights
Salesforce

- Insights from LinkedIn and iSpot's audience measurement integration empowered Salesforce to pivot toward an audience-first approach, refocusing their dollars on reaching the right people.
- Real-time insights from LinkedIn's professional audience data fueled by the economic graph and iSpot's advanced measurement tools, gave Salesforce new clarity into the performance of their campaigns. From there, they were able to reallocate resources effectively, improving on-target reach without increasing spend.
- Salesforce was able to better leverage the complementary strengths of linear TV, CTV, and LinkedIn, employing a multi-channel, data-informed approach to maximize impact of their brand campaigns.